

FAX# 703 528 7880  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG3/12 12.47  
\*\*CHANGES\*\* \*\*\* WFTV-TV \*\*\*\*

REP. #	OFF. # 6556	SALESMAN #
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BUYER NAME SHELLI HUTTON

SALES PRSN WA- JOE KNAUER

	CLASS: NATL.	LOCAL	REGIONAL
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ICE)

Age Group	Percentage
18-24	10%
25-34	20%
35-44	25%
45-54	20%
55-64	15%
65-74	10%
75-84	5%
85+	5%

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG3/12 12.47

TO LENA  
FR JULIE  
OK'D M3  
TTLS RTS  
PLS CFM, THX 8/3

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = AGENCY EST# = 536  
AGENCY PRODUCT CODE =

30	5	900A-1000A	30	\$175.00	8/3	0	FRI	0
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PROGRAM : DOCTORS  
ORD COM1: DOCTORS DOES NOT RUN SUN 9-10A  
THIS IS A MAKE-GOOD FOR AUG5 ON LINE-3 FOR 1 SPOT/WK

32	A	1135P-1200M	30	\$175.00	8/4	8/4	1	SAT	1
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PROGRAM : HOT TOPICS  
ORD COM1: WE CAN OFFER HOT TOPICS \*\*\*\*\*URGENT MG IS SKED TO RUN  
THIS IS A MAKE-GOOD FOR AUG3 ON LINE-30 FOR 1 SPOT/WK

REP: TEL# 703 528 7800FAX# 703 528 7880

REP HEADLINE# 6259629TRF# 324946

CREDIT ADVISORY: AGENCY CREDIT RISK !!

ORDER WORKSHEETHARRIS REPORT FROM REP

AUG3/12 12.47

\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

\*\*CHANGES\*\*

\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M3OK'DBUY#30

MISSED: FRI/900A-1000A

OFFER: SAT/1135P-1200M

CMT: WE CAN OFFER HOT TOPICS

AUG3

AUG4

30S

30S

\$175.00

\$175.00

(AUG3/12)

PLS ADVISE.

AUG/1250225.00

CONTRACT TOTAL50225.00

TOTAL SPOTS42

MARKET TOTALS \$135,743

WFTV 37%

WKMG 7%

WESH 47%

WOFL 7%

WKCF 1%

WRBW 0%

CABL 0%

WOPX 0%

WRDQ 1%

EFTV 0%

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE